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IN THE CLAIMS

Please amend claims 1, 10 and 19 as follows:

1. (CURRENTLY AMENDED) A computer-implemented method of generating analytic data sets for use in modeling in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein [[the]] each Variable Group is a set of one or more Analytic Variables with similar characteristics and [[the]] each Analytic Variable [[s]] [[are]] is comprised of both primitives and conditions;

(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups [[and]] that are required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables.

2. (ORIGINAL) The method of claim 1, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

3. (ORIGINAL) The method of claim 2, wherein the operational data comprises transaction data.

4. (CANCELED)

5. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the primitives are base variables.

6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the conditions are predicates, aggregates or functions.

7. (ORIGINAL) The method of claim 1, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

8. (ORIGINAL) The method of claim 1, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

9. (ORIGINAL) The method of claim 1, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

10. (CURRENTLY AMENDED) A computer-implemented system for generating analytic data sets for use in modeling in customer relationship marketing, comprising:

(a) a computer;

(b) logic, performed by the computer, for:

(1) specifying one or more Variable Groups, wherein [[the]] each Variable Group is a set of one or more Analytic Variables with similar characteristics and [[the]] each Analytic Variable [[s]] [[are]] is comprised of both primitives and conditions;

(2) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups [[and]] that are required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(3) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables.

11. (ORIGINAL) The system of claim 10, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

12. (ORIGINAL) The system of claim 11, wherein the operational data comprises transaction data.

13. (CANCELED)

14. (PREVIOUSLY PRESENTED) The system of claim 10, wherein the primitives are base variables.

15. (PREVIOUSLY PRESENTED) The system of claim 10, wherein the conditions are predicates, aggregates or functions.

16. (ORIGINAL) The system of claim 10, wherein the logic for specifying (1) comprises logic for performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

17. (ORIGINAL) The system of claim 10, wherein the logic for creating (2) further comprises logic for defining execution conditions for the Analytic Data Set Template.

18. (ORIGINAL) The system of claim 10, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

19. (CURRENTLY AMENDED) An article of manufacture embodying logic for generating analytic data sets for use in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein ~~[[the]]~~ each Variable Group is a set of one or more Analytic Variables with similar characteristics and ~~[[the]]~~ each Analytic Variable ~~[[s]]~~ ~~[[are]]~~ is comprised of both primitives and conditions;

(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups ~~[[and]]~~ that are required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables.

20. (ORIGINAL) The article of manufacture of claim 19, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

21. (ORIGINAL) The article of manufacture of claim 20, wherein the operational data comprises transaction data.

22. (CANCELED)

23. (PREVIOUSLY PRESENTED) The article of manufacture of claim 19, wherein the primitives are base variables.

24. (PREVIOUSLY PRESENTED) The article of manufacture of claim 19, wherein the conditions are predicates, aggregates or functions.

25. (ORIGINAL) The article of manufacture of claim 19, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

26. (ORIGINAL) The article of manufacture of claim 19, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

27. (ORIGINAL) The article of manufacture of claim 19, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.